

**Epi Update for Friday, May 10, 2019**  
**Center for Acute Disease Epidemiology (CADE)**  
**Iowa Department of Public Health (IDPH)**

**Measles toolkit for health care providers**

CDC has released a new measles toolkit, [Measles Outbreak Toolkit for Healthcare Providers](#).

Select resources from this toolkit are highlighted below. Click the link above to view the full resources available within the toolkit.

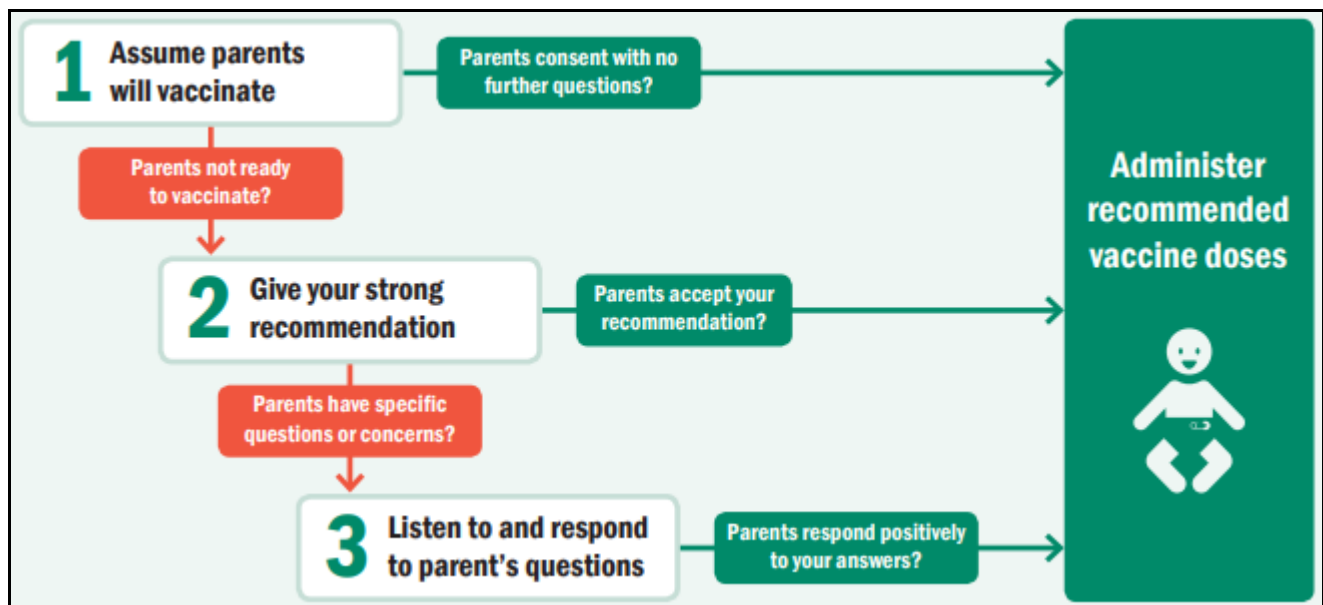
***Reminder: If you suspect a patient has measles, isolate the patient and immediately call IDPH at 800-362-2736 during business hours or 515-323-4360 outside business hours.***

**Talking with parents about vaccines**

[This resource](#) provides guidance for health care providers on how to talk with parents about vaccination. The first step is to assume parents will vaccinate, which can change how the conversation with parents progresses. For example, instead of saying “What do you want to do about shots?” say “Your child needs three shots today.”

If parents express concerns, give your strong recommendation for vaccination. Parents consistently rank their child’s doctor as their most trusted source for vaccine information. With this unique position, your strong recommendation is critical for vaccine acceptance.

If parents have specific questions or concerns in response to your recommendation, listen to and respond to their questions. Their concerns do not necessarily mean they won’t accept vaccines. Your willingness to listen to their concerns will play a major role in building trust in you and your recommendation.



## Resources for parents who refuse vaccination

If parents ultimately refuse vaccination following your conversation, there are several resources to consider providing, including:

### [\*Six Reasons to Follow CDC's Immunization Schedule: The Ultimate Babyproofing Plan\*](#)

addresses several points of concern parents often have about vaccines. These include the careful design of the schedule to protect against 14 diseases at the proper times, why maternal antibodies do not provide long-term protection, and how not vaccinating a child can also cause someone else to get sick.

[\*If You Choose Not to Vaccinate Your Child, Understand the Risks and Responsibilities\*](#) is a fact sheet that describes steps parents should take with the knowledge they have an unvaccinated child. These include reminders to tell health care providers during future visits that the child is not up to date, actions to take should cases of vaccine-preventable diseases occur in the community, and travel considerations.

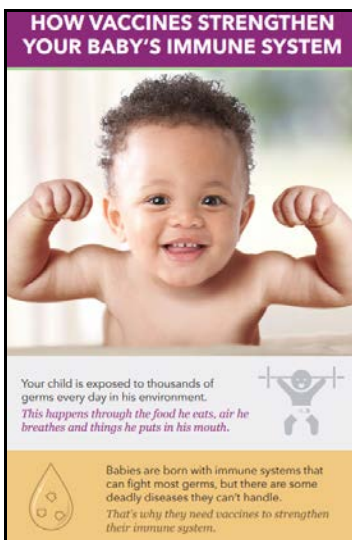
## Measles-specific resources for parents

A common misconception that parents who refuse vaccination have is that many vaccine-preventable diseases are mild and not a big deal.

[\*Measles and the Vaccine \(Shot\) to Prevent It\*](#) is a fact sheet that describes how series measles is, how it is spread, and how effective MMR vaccines are at preventing the illness. It also addresses vaccine safety concerns.

[\*Measles, It Isn't Just A Little Rash\*](#) is an infographic describing the symptoms of measles and the complications that can result, including death. The disease is especially dangerous for your children – precisely the age group that are recommended vaccination!

## Vaccination posters aimed at parents (Click on each to view in full-size)



## Have a healthy and happy week!

Center for Acute Disease Epidemiology  
Iowa Department of Public Health  
800-362-2736